

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,
Vidyavihar, Mumbai- 400077

Program: PGDM-COMM (Batch2017-19), Trim-II
Subject: International Business
(End Term Examination)

Maximum Marks: 50

Duration: 3 hours

Date: 6th Jan 2018

Instructions

- 1. Question 1 is compulsory.**
- 2. Attempt any TWO from rest of the questions.**

Q1. Analyze the case study “Humus Bar:Dipping into International Markets” and answer the following questions: (30 Marks)

- A. Conduct a SWOT analysis of Humus Bar.
- B. What entry mode is best for Humus Bar? Will the entry mode vary by the market?
- C. Identify the three most important cities with highest potential for Humus Bar. What according to you are the three most important factors in selecting the Cities?

Q2: : "WTO is criticized for serving the interest of multinational corporations from developed countries. It has been alleged that it is not a democratic institution, and yet its policies impact all aspects of society and the planet. The WTO rules are written by and for corporations with inside access to the negotiations. Even requests for information are denied and the proceedings are held in secret."

Do you agree/disagree with these allegations on WTO. Discuss with suitable examples. (10 Marks).

Q3. Give reasons for following statements: (Any 1) (10 Marks)

- a) Globalization has led to homogenization of customers taste and preferences.
- b) Counter trade help in overcoming the shortage of foreign exchange.
- c) Exchange rate and inflation affect the way you price your product.

Q4. Titan Company is a manufacturing company that produces India's largest and best-known range of personal accessories — watches, jewellery, sunglasses and prescription eyewear. *Titan Watches* : The four main watch brands include Titan for the mid-premium segment, Fastrack focused on the youth and trendy fashion space, Sonata for the mass market and Xyls for the premium market.

It has finally wound up its European operations after suffering losses of Rs 110 crore in the continent during the last decade. It had to compete with European popular watch companies like Bremont, A. Lange & Söhne, or Omega.

Devise a strategy for Titan Watches to combat the Provenance paradox in European Market? (10 Marks)

Q5. Short Notes (**Any One**) (10 Marks)

- i. European Union
- ii. Dumping
- iii. Self Reference Criteria

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